Claims

- 1. In a heat generating composition which generates heat by contacting with air, a heat generating composition which is characterized in that an exothermic substance, a reaction promoter, water and a carbon component are essential components, water mobility value thereof is 20 or less, maximum particle size of water-insoluble solid components excluding the reaction promoter and water is 1 mm or less where 80% or more thereof has a particle size of 300 μm or less, water in the heat generating composition does not function as a barrier layer and exothermic reaction takes place when contacted to the air.
- 2. The heat generating composition according to claim 1, wherein particle size of all of the above water-insoluble solid components is 300 μm or less.
- 3. The heat generating composition according to claim 1, wherein the heat generating composition uses a heat generating composition having a water mobility value of 7 or more as a material and water content is adjusted by a non-oxidative gas.
- 4. The heat generating composition according to claim 1, wherein the heat generating composition contains at least one member selected from additional components consisting of water-retaining agent, water-absorptive polymer, hydrogen

formation inhibitor, pH adjusting agent, surfactant, antifoaming agent, hydrophobic polymer compound, pyroelectric substance, far-infrared ray-radiating substance, negative ion-generating agent, antioxidant, aggregate, heat generating aid, oxidation catalyst, organosilicon compound, fibrous material, sanitary agent, fertilizer component, active aromatic compound, inactive aromatic compound, moisturizer and a mixture thereof.

- 5. A heat generating body which is characterized in that the heat generating composition mentioned in claim 1 is sealed in a container bag where at least a part thereof has air permeability.
- 6. The heat generating body according to claim 5, wherein the heat generating composition is layered and received in a container bag, the layered heat generating composition forms two or more plural sectional exothermic parts being separately located and an aggregated exothermic part is formed from aggregation of the sectional exothermic parts.
- 7. The heat generating body according to claim 6, wherein the container bag comprises a substrate material and a covering material, at least one of the substrate material and the covering material has gas permeability and each of the sectional exothermic parts is sectioned by a sectional part by means of a heat seal of the substrate material and the covering material.

- 8. The heat generating body according to claim 5, wherein the container bag comprises a substrate material and a covering material, at least one of the substrate material and the covering material has gas permeability, the heat generating composition is placed on the substrate material, a pressure-sensitive adhesive layer is further located at least on the heat generating composition and a spreading material is furthermore located thereupon.
- 9. The heat generating body according to claim 8, wherein at least the heat generating composition is subjected to a compressing treatment in the substrate material, covering material, gas permeable pressure-sensitive adhesive layer, spreading material and heat generating composition.
- 10. The heat generating body according to claim 7, wherein a perforation is formed on the sectional part.
- 11. The heat generating body according to claim 5, wherein any one or more of letters, designs, symbols, numerals, patterns, photographs and pictures are formed on at least a part thereof including a releasing paper.
- 12. The heat generating body according to claim 5, wherein at least a part thereof including a releasing paper is colored.
- 13. The heat generating body according to claim 7, wherein a pressure-sensitive adhesive layer or a jell layer is layered on at least a part of exposed surfaces of at least

one of the substrate material and the covering material.

- 14. The heat generating body according to claim 13, wherein the pressure-sensitive adhesive layer or the jell layer contains and carries at least one member selected from additional components consisting of moisturizer, negative ion-generating substance, bamboo carbon, pyroelectric substance, far-infrared ray-radiating substance, active aromatic compound, inactive aromatic compound, sanitary agent and a mixture thereof.
 - 15. The heat generating body according to claim 5, wherein the heat generating body is intervened between two non-gas-permeable films or sheets, the two films or sheets are punched into a size which is not smaller than the heat generating body together with or after the intervening and the two films or sheets are adhered by fusion at the surrounding which is more than the size of the heat generating body together with or after the punching.